

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #154180

Mr. J. Derigo  
DERIGO SALES

JUNE: DORAL B1G1F / PROMOTION #800432

Dear John:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 120 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts. *This includes 2 Displays to be shipped to F.Colucci.*

| DORAL<br>BRAND STYLE | B1G1F<br>UPC Code | #/ (6M) Cases<br>B1G1F |
|----------------------|-------------------|------------------------|
| Men Lt 100           | 12300-25365       | 4                      |
| Ult Light 100        | 12300-25363       | 4                      |
| Lt Box 100           | 12300-25370       | 4                      |
| FF Box 100           | 12300-25369       | 4                      |

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product PO # 93

Displays PO # 94 # 8126 0145

Product / Display Arrival:

May 18, 1998

Ship Date to Retail:

Week of: June 8, 1998

SKU CUBE:

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$1,120.83

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51845 6998

-2-

B1G1F  
DERIGO SALES

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*  
*LIST*.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE:

**DORAL MEN LT 100 / ULT LT 100 / LT Box 100 / FF Box 100**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis.  
This equates to **\$78.40 (16 (6M) case(s) @ \$4.90)**. Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen  
L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

JNB1432.DOC

51845 6999

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN B1G1F  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                 | ADDRESS           | CITY          | ST | ZIP   | QTY | TAX | CHAIN-ID  | SUPPLIER | ACCT PHONE#    |
|--------|--------|--------|----------------------|-------------------|---------------|----|-------|-----|-----|-----------|----------|----------------|
| 162601 | 162625 | 576389 | FAMILY CORNER STORE  | 380 CONNECTICUT S | BUFFALO       | NY | 14213 | 1   |     |           |          | (716) 886-4970 |
| 162601 | 162622 | 769359 | AMON CONVENIENT FOO  | 1041 ENGLEWOOD RD | TONAWANDA     | NY | 14223 | 1   |     |           |          | (716) 876-8760 |
| 162601 | 162626 | 799271 | PARKSIDE MARKET      | 1150 SHERIDAN DR  | TONAWANDA     | NY | 14150 | 2   |     |           |          | (716) 447-9169 |
| 162601 |        | 597977 | ZIPPS FOOD & BEV.    | 896 NIAGARA ST    | BUFFALO       | NY | 14213 | 1   |     |           |          | (716) 886-9032 |
| 162601 |        | 574026 | U.S. QUALITY FOOD    | 471 E FERRY ST    | BUFFALO       | NY | 14208 | 1   |     |           |          | (716) 883-6335 |
| 162601 |        | 765349 | JOHN REIMONDO JR     | 2965 SHERIDAN DR  | TONAWANDA     | NY | 14150 | 1   |     |           |          | (716) 835-6353 |
| 162601 | 162629 | 598990 | U.S. FOOD MART       | 235 ESSER ST.     | BUFFALO       | NY | 14207 | 1   |     |           |          | (716) 875-1234 |
| 162601 | 162625 | 641572 | E. FERRY CLOVER FAR  | 436 E FERRY ST    | BUFFALO       | NY | 14208 | 1   |     |           |          | (716) 884-2238 |
| 162601 | 162629 | 574995 | QUICK CHECK FOOD MR  | 2580 ELMWOOD AVE  | BUFFALO       | NY | 14217 | 1   |     |           |          | (716) 871-1665 |
| 162601 | 162625 | 496766 | ALLEN TOWN FOOD SHOP | 76 ELMWOOD AVE    | BUFFALO       | NY | 14201 | 1   |     |           |          | (716) 881-5748 |
| 162601 | 162629 | 658852 | COLVIN-CONVENIENT    | 630 COLVIN AVE    | BUFFALO       | NY | 14216 | 1   |     |           |          | (716) 877-4440 |
| 162601 | 162626 | 684573 | MARK'S FOOD SHOP     | 3301 HYDE PARK BL | NIAGARA FALLS | NY | 14305 | 1   |     |           |          | (716) 884-2928 |
| 162601 | 162629 | 460480 | JOE'S SERVICE CENTE  | 1602 ELMWOOD AVE  | BUFFALO       | NY | 14207 | 1   |     |           |          | (716) 877-9823 |
| 162601 | 162626 | 691528 | M&R FASTSTOP         | 221 OLIVER ST     | N TONAWANDA   | NY | 14120 | 1   |     |           |          | (716) 743-0919 |
| 162601 | 162625 | 719755 | SAMI EXPRESS         | 880 FILLMORE AVE  | BUFFALO       | NY | 14212 | 1   |     |           |          | (716) 842-8880 |
| 162601 | 162625 | 396895 | HOLLY FARMS MARKET   | 233 - 235 ALLEN S | BUFFALO       | NY | 14201 | 1   |     |           |          | (716) 882-2733 |
| 162601 |        | 752787 | DAIRY STORE          | 354 NIAGARA FALLS | TONAWANDA     | NY | 14223 | 1   |     |           |          | (716) 836-8690 |
| 162601 | 162625 | 397614 | JOHN'S TOBACCO       | 403 MAIN ST       | BUFFALO       | NY | 14203 | 1   |     |           |          | (716) 855-0243 |
| 162601 | 162629 | 746533 | AL'S CORNER STORE    | 2894 ELMWOOD AVE  | KENMORE       | NY | 14217 | 2   |     |           |          | (716) 873-7745 |
| 162601 | 162626 | 398665 | CFM #33-015          | 3030 SWEET HOME R | AMHERST       | NY | 14228 | 1   |     | 0990-0000 |          | (716) 691-7655 |
| 162601 | 162629 | 397310 | HERTEL NEWS          | 1416 HERTEL AVE   | BUFFALO       | NY | 14216 | 1   |     |           |          | (716) 836-3616 |
| 162601 | 162629 | 765275 | KWK SHOP             | 185 ESSER AVE     | BUFFALO       | NY | 14207 | 2   | NYS |           |          | (716) 875-5363 |
| 162601 | 162625 | 809737 | PRICE RITE MARKET    | 324-26 W. DELEVAN | BUFFALO       | NY | 14213 | 1   | NYS |           |          | (716) 885-2887 |
| 162601 | 162622 | 765413 | SADO GAS #7          | 4004 LAKE AVE     | LOCKPORT      | NY | 14094 | 1   | NYS | 1260-0000 | SAD0089  | (716) 434-1184 |
| 162601 | 162626 | 738580 | SHERIDAN CONV. MART  | 1066 SHERIDAN DR  | TONAWANDA     | NY | 14150 | 1   | NYS |           |          | (716) 874-9774 |
| 162601 | 162626 | 398795 | B&B CIGAR STORE      | 2006 MAIN ST      | NIAGARA FALLS | NY | 14305 | 1   | NYS |           |          | (716) 282-1185 |
| 162601 | 162629 | 311007 | LIER'S DELI          | 897 TONAWANDA ST  | BUFFALO       | NY | 14207 | 1   | NYS |           |          | (716) 873-6153 |
| 162601 | 162625 | 396875 | BILLS DEL            | 32 ALLEN ST       | BUFFALO       | NY | 14202 | 1   | NYS |           |          | (716) 882-3755 |
| 162601 | 162626 | 128682 | MIKE REXFORD SERVIC  | 1940 NIAGARA FALL | TONAWANDA     | NY | 14150 | 1   | NYS |           |          | (716) 692-7017 |
| 162601 | 162626 | 497268 | STOP N GAS #11       | 8811 NIAGARA FALL | NIAGARA FALLS | NY | 14304 | 1   | NYS | 1260-0000 | SAD0089  | (716) 297-9338 |
| 162601 | 162622 | 128934 | KENYON #778/DYNAWAS  | 2905 S.MAIN ST.   | NEWFANE       | NY | 14108 | 1   | NYS | 1895-0000 |          | (716) 778-7899 |
| 162602 | 162629 | 397117 | PIKE'S PEAK DELI     | 1318 FILLMORE AVE | BUFFALO       | NY | 14211 | 1   |     |           |          | (716) 896-0317 |
| 162602 | 162629 | 467548 | FOOD PLUS            | 414 E AMHERST ST  | BUFFALO       | NY | 14215 | 4   |     |           |          | (716) 834-1087 |
| 162602 | 162629 | 766721 | FARM FRESH MARKET    | MOHAMED A. TAHER  | BUFFALO       | NY | 14215 | 1   |     |           |          | (716) 838-6082 |
| 162602 | 162629 | 634670 | APLUS MINI MART(F)   | 4401 UNION ROAD   | CHEEKTOWAGA   | NY | 14225 | 1   |     | 0362-0102 |          | (716) 631-0009 |
| 162602 | 162629 | 705604 | IMPERIAL FOOD MKT    | 3039 BAILEY AVE   | BUFFALO       | NY | 14215 | 2   |     |           |          | (716) 836-6223 |
| 162602 | 162629 | 705606 | WALDEN CONVENIENT    | 599 WALDEN AVE    | BUFFALO       | NY | 14211 | 1   |     |           |          | (716) 892-4665 |
| 162602 | 162625 | 660888 | WE NEVER CLOSE       | 1054 ELMWOOD AVE  | BUFFALO       | NY | 14222 | 1   |     |           |          | (716) 886-5496 |
| 162602 | 162629 | 601156 | COMMUNITY FOOD       | 535 WALDEN AVE    | BUFFALO       | NY | 14211 | 1   |     |           |          | (716) 892-4490 |
| 162602 | 162625 | 705607 | ELMWOOD NEWS         | 988 ELMWOOD AVE   | BUFFALO       | NY | 14222 | 1   |     |           |          | (716) 883-4255 |
| 162602 | 162629 | 750754 | FOOD PLUS III        | SALEH K. MOHAMED  | CHEEKTOWAGA   | NY | 14215 | 1   |     |           |          | (716) 446-0152 |
| 162602 | 162625 | 624669 | A-PLUS MINI MARKET   | 1981 FILLMORE AVE | BUFFALO       | NY | 14214 | 1   |     | 0362-0102 |          | (716) 835-0461 |

WHOLESALE : 154180 DERIGO SALES, INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN B1G1F  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                 | ADDRESS           | CITY         | ST | ZIP   | QTY | TAX | CHAIN-ID  | SUPPLIER | ACCT PHONE #   |
|--------|--------|--------|----------------------|-------------------|--------------|----|-------|-----|-----|-----------|----------|----------------|
| 162602 | 162622 | 398017 | MISTER BILLS         | 8 VERNON ST       | MIDDLEPORT   | NY | 14105 | 1   | NYS |           |          | (716) 735-7066 |
| 162602 | 162622 | 812664 | CHAPMAN'S MKT        | 9202 RIDGE RD     | MIDDLEPORT   | NY | 14105 | 1   | NYS |           | CHA0104  | (716) 735-7511 |
| 162602 | 162625 | 373036 | UNION MARKET         | 177 RILEY ST      | BUFFALO      | NY | 14209 | 1   | NYS |           |          | (716) 884-0502 |
| 162603 | 162625 | 462442 | B & S MINI MART      | 1199 SENECA ST    | BUFFALO      | NY | 14210 | 5   |     |           |          | (716) 826-6199 |
| 162603 | 162625 | 481046 | BROADWAY MINI MART   | 350 BROADWAY ST   | BUFFALO      | NY | 14204 | 1   |     |           |          | (716) 855-3828 |
| 162603 | 162625 | 470390 | DAILY NEWS & NUMBER  | 999 BROADWAY ST   | BUFFALO      | NY | 14212 | 3   |     |           |          | (716) 894-4900 |
| 162603 | 162625 | 397169 | BROTHERS DELI        | 1338 ELECTRIC AVE | LACKAWANNA   | NY | 14218 | 3   |     |           |          | (716) 822-1651 |
| 162603 | 162623 | 788813 | STOP N GAS #15       | 5498 CAMP RD      | HAMBURG      | NY | 14075 | 1   |     | 1260-0000 |          | (716) 649-1007 |
| 162603 | 162625 | 522920 | HAPPY CORNER STORE   | 505 S. PARK AVE.  | BUFFALO      | NY | 14204 | 1   |     |           |          | (716) 853-2158 |
| 162603 | 162625 | 579726 | STOP N GAS #9        | 2111 CLINTON ST.  | WEST SENECA  | NY | 14224 | 2   |     | 1260-0000 |          | (716) 824-0438 |
| 162603 | 162625 | 397193 | SERAFINI'S DELI      | 1892 SENECA ST    | BUFFALO      | NY | 14210 | 2   |     |           |          | (716) 824-7203 |
| 162603 | 162625 | 396994 | B-KWIK MKT #66       | 1989 SENECA ST    | BUFFALO      | NY | 14210 | 1   |     |           |          | (716) 824-1124 |
| 162603 | 162623 | 663808 | WOODLAWN DELI        | 3306 LAKE SHORE R | BLADELL      | NY | 14219 | 1   |     |           |          | (716) 824-1310 |
| 162603 | 162625 | 683061 | STOP N GAS #14       | 3287 S PARK AVE   | LACKAWANNA   | NY | 14218 | 2   |     | 1260-0000 |          | (716) 826-8121 |
| 162603 | 162623 | 620303 | STOP N GAS #6        | 4878 LAKE SHORE R | HAMBURG      | NY | 14075 | 1   |     | 1260-0000 |          | (716) 627-7319 |
| 162603 | 162625 | 655757 | LOVEJOY FOOD & BEVE  | 1196 E LOVEJOY    | BUFFALO      | NY | 14206 | 5   |     |           |          | (716) 896-3370 |
| 162603 | 162625 | 397015 | CLINTON MINI MARKET  | 1880 CLINTON ST   | BUFFALO      | NY | 14206 | 5   |     |           |          | (716) 828-1160 |
| 162603 | 162625 | 067574 | HILBERT MOBIL 08D9X  | 2793 SENECA ST    | WEST SENECA  | NY | 14224 | 2   |     |           |          | (716) 824-6137 |
| 162603 | 162623 | 488478 | STADIUM MOBIL #8     | 3856 SOUTHWESTERN | ORCHARD PARK | NY | 14127 | 1   | NYS | 1260-0000 | STA3856  | (716) 649-5930 |
| 162603 | 162625 | 764734 | STOP N GAS #1        | 166 FILLMORE AVE  | BUFFALO      | NY | 14210 | 2   | NYS | 1260-0000 | STOO166  | (716) 856-5687 |
| 162603 | 162623 | 765363 | STOP N GAS #13       | 4100 SAINT FRANCI | HAMBURG      | NY | 14075 | 3   | NYS | 1260-0000 | GAS4101  | (716) 627-2170 |
| 162603 | 162625 | 128642 | STOP N GAS #4        | 4100 SENECA ST    | WEST SENECA  | NY | 14224 | 2   | NYS | 1260-0000 | GAS4100  | (716) 675-2788 |
| 162603 | 162625 | 357756 | STOP N GAS #2        | 1525 WILLIAM ST   | BUFFALO      | NY | 14206 | 1   | NYS | 1260-0000 | GASQ001  | (716) 897-2781 |
| 162603 | 162625 | 128582 | BUZZ N BEE (PRIN-SEN | 2097 SENECA ST    | BUFFALO      | NY | 14210 | 3   | NYS |           |          | (716) 825-5372 |
| 162603 | 162625 | 764711 | STOP N GAS #10       | 363 HOPKINS ST    | BUFFALO      | NY | 14220 | 3   | NYS | 1260-0000 | GAS0363  | (716) 825-6484 |
| 162603 | 162623 | 764723 | STOP N GAS #12       | 6685 SOUTHWESTERN | HAMBURG      | NY | 14075 | 1   | NYS | 1260-0000 | GAS4101  | (716) 627-3401 |
| 162606 | 162623 | 656979 | BOBS NEWS            | 14 MAIN STREET    | SPRINGVILLE  | NY | 14141 | 2   |     |           |          | (716) 592-2630 |
| 162606 | 162623 | 398620 | MATTS NEWS           | 93 E 3RD ST       | DUNKIRK      | NY | 14048 | 5   |     |           |          | (716) 366-4909 |
| 162606 | 162623 | 514559 | MACHIAS MINI MART #  | 9718 OLEAN ROAD   | MACHIAS      | NY | 14101 | 4   | NYS | 1260-0000 | SAD9718  | (716) 353-9957 |
| 162606 | 162623 | 357767 | YORKSHIRE SERV #5    | 12252 OLD OLEAN R | YORKSHIRE    | NY | 14173 | 4   | NYS | 1260-0000 | YOR1225  | (716) 492-5722 |

PAGE BREAK TOTAL ACCOUNTS 72 TOTAL QUANTITY 118

TEMPLATE TOTAL ACCOUNTS 72 TOTAL QUANTITY 118

+ 2 Displays to  
 F. Colucci  
 120

# Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion.

*June Is Packed with  
Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

## POS Card/ Alternate Header

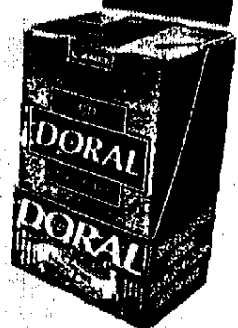


Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

## Details -

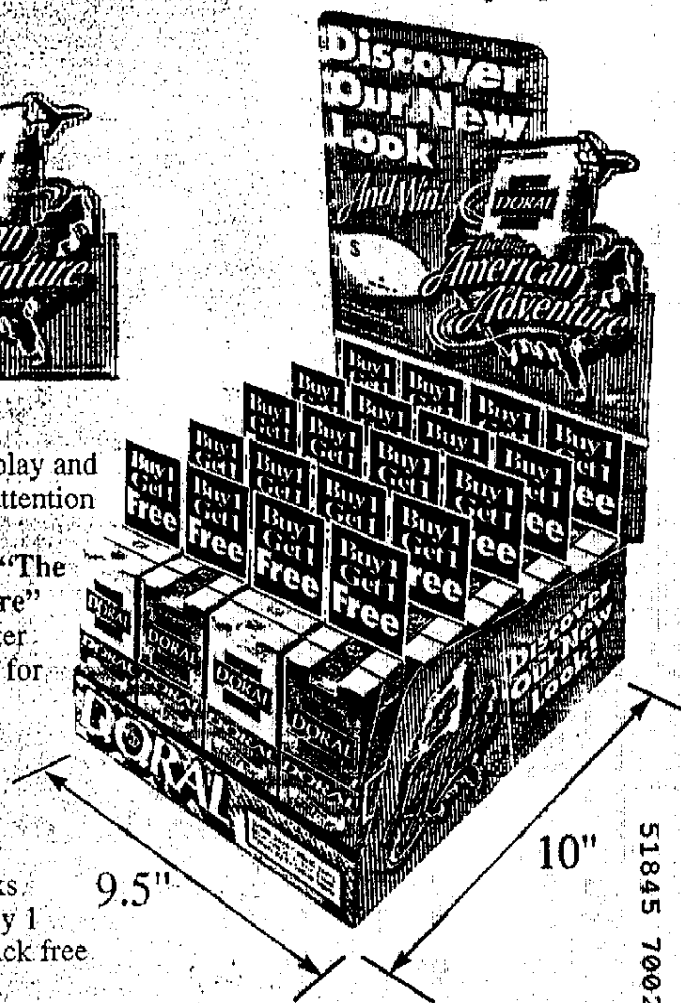
- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

**Buy 1  
Get 1  
Free**



## 2-Pack Sleeve

## Counter Display



SWEEPSTAKES VOID IN MA, MI, AND VA,  
AND WHERE PROHIBITED BY LAW.

## WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

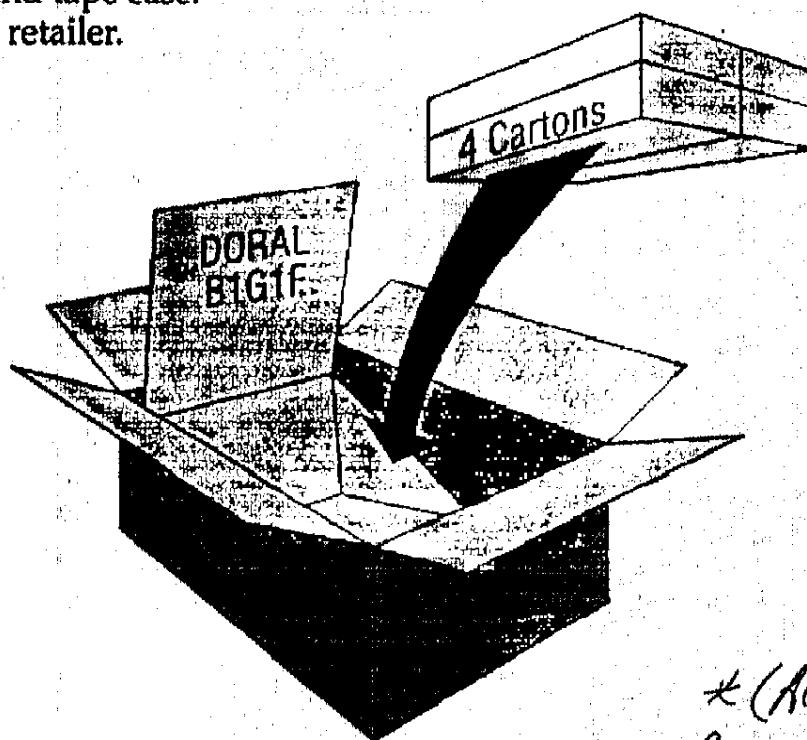
2ND QTR. '98

## June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

## STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

| Brand Style       | MEN LT<br>100 | ULT LT<br>100 | FF BOX<br>100 | LT BOX<br>100 |  |  |
|-------------------|---------------|---------------|---------------|---------------|--|--|
| Number of Cartons | 1             | 1             | 1             | 1             |  |  |

\* (Accts w/15 or less)  
Ensure Brand Mix  
if only 2 styles  
are shipped

51845 7003